

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Applicant: Plow	)	Art Unit: 3622
	)	
Serial No.: 09/922,201	)	Examiner: Lastra
	)	
Filed: August 2, 2001	)	STL9-2000-0037-US1
	)	
For: SYSTEM, METHOD, AND COMPUTER PROGRAM	)	December 11, 2007
PRODUCT FOR SELECTIVELY DISPLAYING	)	750 B STREET, Suite 3120
INTERNET ADVERTISEMENTS	)	San Diego, CA 92101
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**RESPONSE TO OFFICE ACTION**

Commissioner of Patents and Trademarks  
Washington, DC 20231

Dear Sir:

This responds to the Office Action dated December 7, 2007, filed after Appellant's Appeal Brief.  
*Refund the appeal fees to the account of record from whence they were drawn* and amend the application.